

Business Pathway Worksheet

This worksheet helps you identify, evaluate, and select the most appropriate commercialisation route for your innovation, considering your mission, assets, resources, and market context.

1. Identify Your Core Assets

List the intellectual property, know-how, or brand elements your innovation relies on:

- Patents or patentable inventions
- Trademarks or branding
- Copyrighted materials
- Design rights
- Trade secrets or proprietary processes
- Other unique assets

My core assets: _____

2. Review Your Options

Explore possible exploitation routes for your innovation:

Commercialisation Model	Pros (for my context)	Cons / Risks (for my context)
Licensing		
Franchising		
Open-source		
Hybrid approach		
Other		

3. Match to Your Mission

Which commercialisation model(s) best align with your impact goals, resources, and market context?

Selected model(s): _____

Reason for selection: _____

This worksheet was developed as part of the MAIA Business Development Programme, supporting innovators and project partners from Horizon-funded climate projects.



4. Note Next Steps

Capture immediate actions needed to progress your chosen route:

- IP protection required
- Partner research
- Legal advice
- Market testing
- Other: _____

5. Short-term vs Long-term Routes

Consider if your route will change over time:

Short-term route: _____

Long-term route: _____

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Further Resources

EUIPO (European Union Intellectual Property Office) guidance on IPR

<https://guidelines.euipo.europa.eu/2302857/2231846/trade-mark-guidelines/1-introduction>

WIPO – Why Intellectual Property is Essential for your Business

<https://www.wipo.int/en/web/business>

Creative Commons

<https://creativecommons.org/>

Licensing Executives Society International

<https://lesi.org/>

Coursera - Intellectual Property for Entrepreneurs

<https://www.coursera.org/learn/intellectual-property-for-entrepreneurs>

Connecting Nature – Enterprise Platform

<https://naturebasedenterprise.com/>

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